

1. How K-LOVE serves my family as residents of my local community.

The advertising line, "Positive and Encouraging", is a terrific example of real truth in advertising. With all of the chaos and turmoil in the world, K-LOVE provides a moment of respite and calm. Stories of good things happening and good works serving our fellow man without the need for big government is truly inspiring and refreshing. It gives the listener hope for the future -- maybe things don't have to be as gloomy as they are represented by the vast majority of the media. Our family is hosting a 16-year old foreign exchange student for the school year -- her favorite station is K-LOVE (she had never heard of it in her native country)! When I see kids hear and understand the positive messages from K-LOVE personnel and the uplifting music, my view for our future as a nation improves significantly.

2. The effect on my local community if K-LOVE were to be displaced by an LPFM broadcaster providing other programming.

We would be restricted to listening via the Internet. I also fear the long term financial support from prospective listeners would be negatively impacted with the loss of public airwave access. K-LOVE is listener-supported -- it exists because its listeners fund it voluntarily without ad revenue from commercials. It succeeds because it is wanted. At best, there would be no change if K-LOVE were replaced by something equal or better than the current K-LOVE. Since I am not aware of any competitor that would be significantly better and would use LPFM as a delivery system, the net effect would be a great loss to the community.

3. Why our family believes that the service provided by K-LOVE is in the public interest.

We hear all day from the major media outlets all of the bad news from around the world because it sells advertising revenue. In nearly every educational endeavor from business classes to dog training, reinforcing positive messages has been shown to have the greatest long term success. If you want good behavior and attitudes, show people examples they can relate to. Maybe, just maybe, it will change their lives for the better.

4. AVOID THE COMMON DISTRACTIONS AND USUAL REASONS FOR DISMISSAL

Many will dismiss K-LOVE because it is a Christian-based ministry. Others will try to get it off the air for separation of church-state issues. Our family believes that people are inherently good, they want to do good things, and will voluntarily care for their fellow man in times of need. The service K-LOVE provides reinforces our belief and its positive and encouraging environment can be uplifting for anyone regardless of their acceptance or rejection of spiritual beliefs. If you don't like it, don't listen. Those of us who want it will support it.

LPFM may or may not be worth implementing. Please don't let it overrun something truly good like K-LOVE.